

**Prong 3 Longer-Term Recruitment Initiatives Implemented from  
8/1/11 through 7/31/12**

| No. | Date                        | Initiative                                 | Description   | Scope of Involvement  | Personnel Involved   |
|-----|-----------------------------|--|---|---|--|
| 1   | 8/1/11 - ongoing            | College Intern Program                     | Expose college students to broadcasting environment   | Host interns from area colleges who are studying broadcasting for credit hours and experience.  | Chris Nohr, HR Manager, Rosy Chu, Community Affairs Director, Ellen Ellery, Intern Coordinator |
| 2   | 8/1/11 to present           | Scholarships, Education & Speakers' Bureau | Chair of Education Committee for local chapter of NATAS (National Association of TV Arts & Sciences) and Co-Chair of Laney College Media Department | Screens, judges & presides over college scholarship competitions & high school media awards; solicits donations to the scholarship fund; sets up speakers for classrooms re broadcast careers | Steve Shlisky, Program Services Editor   |
| 3   | 8/1/11 - ongoing            | Training                                   | Expose employees to higher level of skills to enhance job opportunities   | On-going training throughout the year from Noll & Associates, Center for Sales Strategy, Jesse McCambridge, Adam Armbruster, etc. on sales strategies   | KTVU & KICU Account Executives and KTVU/KICU Sales Managers                                    |
| 4   | Aug 2011 and June/July 2012 | Internships                                | Expose college students to broadcasting environment and provide training  | Hosted one intern Summer 2011 and another Summer 2012 as part of the NAB Education Foundation's Technology Apprenticeship Program (TAP)   | Lee MacPherson, Chief Engineer, Don Thompson, Engineering Manager                              |
| 5   | August 2011 to March 2012   | Mentor                                     | Expose college students to broadcast environment with emphasis on Research  | Mentor 2 college students, 1 from Santa Clara University & 1 from CSU San Marcos for most of two semesters  | Nicole Bergen, Research Director   |
| 6   | 10/1/2011                   | Diversity Training                         | Diversity training for managers across Cox  | Participate in pilot for the new Cox Online Diversity training game, "Quest"  | Janice Gin, Associate News Director  |
| 7   | 10/8/2011                   | Speaker                                    | Expose women to broadcasting careers  | Participated in a media panel for the American International Women's Association  | Gasia Mikaelian, News Anchor   |
| 8   | 10/15/11                    | Speaker                                    | Expose Latino/Latina middle and high school students to broadcasting careers  | Spoke to a students at the Latino/Latina Role Model Conference in San Jose  | Janine dela Vega, News Reporter  |
| 9   | 10/19/11                    | Speaker & Tour                             | Expose college students to broadcasting careers   | Hosted a group of 15 students from Laney College for a tour and talk about TV careers   | Steve Shlisky, Program Services Editor   |

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| 10  | 11/14/11               | Speaker                           | Expose college students to broadcasting careers, with emphasis on internships | In partnership with Bay Area Star, spoke to college students regarding internships in the broadcast industry, specifically at KTVU and KICU Sales | Cathy Gunter, Business Development Manager, Rita Grover, Account Executive   |
| 11  | 11/21/11               | Speaker                           | Expose college students to broadcasting careers                               | Spoke to two classes at St. Mary's College in Moraga regarding broadcast careers, with emphasis on sales  | Sharon Fanto, General Sales Manager  |
| 12  | 12/2, 12/3 and 12/5/11 | Employee Training                 | Expose employees to higher level of skills to enhance job opportunities       | Three days of training in Cinema 4D   | Joe Brody, Sr Designer, Lara Klinkhammer, Rudy Ortega, Lora Gillis, Joel Cooper, Jenny Yi, Mike Regelean, Designers, Eric Gross, Design Director |
| 13  | 11/30/11               | Shadow Day/Career Exploration Day | Expose high school students to broadcasting careers                           | Hosted a group of 20 students from Fremont High School's Media Academy for a half day of Job Shadowing in two departments plus a station tour     | Robert Erdiakoff, Studio Supervisor, Ed Chapuis, News Director, Jennifer Goundas, Account Executive  |
| 14  | 12/9/2011              | Speaker                           | Expose middle school students to broadcasting careers                         | Spoke to a class of 6th graders from Forest Park Elementary in Fremont  | Maureen Naylor, News Reporter  |
| 15  | 1/11/2012              | Speaker                           | Expose elementary students to broadcasting careers                            | Spoke to a class of 5th graders at Brookside School   | Bill Martin, Meteorologist   |
| 16  | 1/16-1/18/12           | Judge                             | Expose college students to broadcasting careers                               | Participated as a judge for San Jose State University's National Journalism competition   | Robert Handa, News Reporter  |
| 17  | 1/18/2012              | Speaker                           | Expose high school students to broadcasting careers                           | Spoke to a physics class at Miramonte High School in Orinda   | Bill Martin, Meteorologist   |
| 18  | 2/16/2012              | Speaker & Tour                    | Expose high school students to broadcasting careers                           | Hosted a class of students from Redwood High School in Larkspur for a tour and talk about careers in TV   | Bill Martin, Meteorologist   |

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| 19  | 2/25/2012    | Speaker & Tour     | Expose elementary students to broadcasting careers                      | Hosted a group of Cub Scouts from St. Isadore for a tour of the station and talk about careers in TV                      | Claudine Wong, News Anchor, Rosemary Orozco, Meteorologist    |
| 20  | 3/4/2012     | Speaker & Tour     | Expose elementary students to broadcasting careers                      | Hosted a group of Cub Scouts for a tour and talk about careers in TV  | Joe Fonzi, Sports Anchor                                      |
| 21  | 3/5/2012     | Job Shadow Program | Expose high school students to careers in broadcasting                  | Hosted a group of students from Lynbrook High School in San Jose for a half-day of job shadowing                          | Chris Carnazzo, Retail Director, Andrew Wise, Retail Producer |
| 22  | 3/12/2012    | Speaker            | Expose middle school students to broadcasting careers                   | Spoke to a science class at Orinda Intermediate School  | Bill Martin, Meteorologist                                    |
| 23  | 3/16/2012    | Speaker & Tour     | Expose college students to careers in broadcasting                      | Hosted a group of journalism students from Merritt College for a tour and talk about careers in TV                        | Tori Campbell, News Anchor                                    |
| 24  | 3/19/2012    | Speaker & Tour     | Expose college students to careers in broadcasting                      | Hosted a group of students from San Jose State College for a tour and talk about careers in TV                            | Tori Campbell, News Anchor                                    |
| 25  | 3/27-3/30/12 | Employee Training  | Expose employees to higher level of skills to enhance job opportunities | Received Diamond CD Transmitter training from Harris Corporation in Quincy, Illinois                                      | Eric Dreher, Engineer   |
| 26  | 3/22/2012    | Speaker            | Expose elementary students to broadcasting careers                      | Spoke to class of 5th graders at Del Rey Elementary School in Orinda.   | Bill Martin, Meteorologist                                    |
| 27  | 3/29/2012    | Speaker & Tour     | Expose middle school students to broadcasting careers                   | Hosted a group of students from Elmhurst Community Prep in Oakland for a tour of the station and talk about careers in TV | Rosy Chu, Community Affairs Director                          |
| 28  | 4/11/2012    | Speaker & Tour     | Expose college students to careers in broadcasting                      | Hosted a class of Beginning Media Production students from Laney college for a tour and talk about careers in TV          | Steve Shlisky, Program Services Editor                        |
| 29  | 4/17/2012    | Career Day         | Expose elementary students to broadcasting careers                      | Participated in Saint Catherine School's Career Day   | Robert Handa, News Reporter                                   |

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| 30  | 4/19/2012 | Speaker & Tour   | Expose foreign journalists to careers in broadcasting with emphasis digital/TV integration  | Hosted members from a Norwegian "New Media Industry" group for a tour and talk about digital/TV integration                                | Bill Murray, Web Content Producer  |
| 31  | 4/21/2012 | School Project & Tour  | Expose and assist high school student with broadcasting careers   | Hosted a student from Independence High School in Fremont, for a tour and interview regarding TV careers for a school project              | Claudine Wong, News Anchor   |
| 32  | 4/28/2012 | Career Fair  | Expose college students and the public to careers in broadcasting   | Participated in Laney College, Media Department Career Fair for interested high school students and adults interested in broadcast careers | Steve Shlisky, Program Services Editor                                     |
| 33  | May 2012  | Job Shadow   | Expose Design/Broadcast student to careers in TV  | Hosted a student for a half-day of "Job Shadow"  | Eric Gross, Design Director  |
| 34  | 5/11/2012 | Speaker & Tour   | Expose participants to broadcast opportunities  | Hosted a group from Leadership Oakland for a tour and talk about careers in TV   | Jim Haman, Broadcast Operations Manager, Don Thompson, Engineering Manager |
| 35  | 6/6/2012  | Speaker  | Expose elementary students to broadcasting careers  | Spoke to a group of students at Del Rey Elementary School in Orinda.   | Bill Martin, Meteorologist   |
| 36  | 6/11/2012 | Sponsorship, Public Service Announcements & Emcee for Scholarship Fund | Assistance with promoting event & Sponsorship of event to raise funds for scholarships for the children of Police Officers & Firefighters who have died in the line of duty throughout California | Aired PSA's promoting event; provided emcee for event and sponsored event via purchase of a "Tee Sign Scholarship"                         | Tom Raponi, Vice President & General Manager, Julie Haener, News Anchor    |
| 37  | 6/19/2012 | Donation   | Assist high school students with exposure to broadcasting careers   | Donated KTVU's newsroom anchor desk to Moreau Catholic High School in Hayward  | Robert Erdiakoff, Studio Supervisor  |
| 38  | July 2012 | Scholarship Donation   | Provide scholarships to graduating Oakland high school students   | Donate \$500 to the Marcus Foster Institute Scholarship Fund   | Rosy Chu, Community Affairs Director                                       |

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| 39  | July 2012 | Scholarship Donation | Provide scholarships to black students in Oakland, California | Donate \$500 to the Oakland chapter of the National Coalition of 100 Black Women Annual Scholarship fund | Rosy Chu, Community Affairs Director |